

SYSTEM AND METHOD OF USING RFID DEVICES
TO ANALYZE CUSTOMER TRAFFIC PATTERNS
IN ORDER TO IMPROVE A MERCHANT'S LAYOUT

ABSTRACT OF THE DISCLOSURE

According to one embodiment, a method for managing a merchant layout is provided. A card having an enabled RFID device coupled to the first card may be provided to a customer. Demographic data regarding the customer may be obtained. The traffic pattern of the customer within a merchant location may be determined by automatically tracking the position of the RFID device over time using a plurality of RFID detection devices. The demographic data and the traffic pattern of the first customer may be analyzed and a modification of a merchant layout associated with the merchant location may be determined based at least on the analysis of the demographic data and the traffic pattern of the first customer. The determined modification to the merchant layout may then be made.